

bingo for breakthrough

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CELEBRITIES SHOW SUPPORT FOR BINGO FOR BREAKTHROUGH

Some of Britain's best loved household names have been showing their support for Bingo for Breakthrough at a special preview game ahead of this year's charity week.



Some of the best known names in show business like Bruce Forsyth, Vernon Kaye, Tess Daly, Cilla Black and Calum Best got together at the TV Quick Awards in September, with celebrity caller Anthony Cotton from Coronation Street.

Running from 24th – 30th October 2005, as part of National Breast Cancer awareness month, 'Bingo for Breakthrough' once again will invite players in over 420 Bingo Clubs around the country to donate their usual game fees to Bingo For Breakthrough, for a chance to play for special prizes. This will add to the £1m raised in the past two years in support of Breakthrough Breast Cancer's campaigning and research.

Calum Best commented, 'I played bingo for the first time and it was a great laugh! I always thought that bingo was more for the older people but I guess its not. And what a great way to raise money as well.'



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Many celebrities are supporting this year's Bingo for Breakthrough week. Graham Norton said, 'How fantastic, one million pounds raised in just two charity weeks by bingo, playing bingo! What an amazing way to raise money and have a great night out! Bingo is such fun, but I was disappointed to see when I played recently at the TV Quick awards that there were no bingo balls!'

Will Carling commented, 'I find it truly inspiring the efforts that bingo players around the country have put into fundraising for Breakthrough Breast Cancer. There is a great need for this kind of support so we can start to combat this terrible disease and raise the essential funds necessary for the research to continue.'

Louise Redknapp said, 'Bingo for Breakthrough Breast Cancer is a brilliant concept and it's so good to hear of so many people having fun and raising money for such a great cause. So well done bingo players and keep up the good work for this year's Bingo for Breakthrough week!' while Gaby Logan added, 'The support that bingo players have shown for Breakthrough Breast Cancer has been truly fantastic – a big well done to each and every one of you.'

Throughout the week, clubs will also be organising additional fund-raising activities, including pink nights and holding sponsored events. Players will also have the opportunity to win limited edition merchandise for 2005, which includes Bingo for Breakthrough pink dabbers, t-shirts and Hollie the pink Bingo Hippo cuddly toys.



Steven Baldwin, spokesperson for The Bingo Association said: 'We are thrilled to be supporting Breakthrough for a third year and to see Bingo for Breakthrough getting bigger and better each year! With all the increased player, club and celebrity support we have a recipe for even greater success this year! A big thank you and well done to everyone involved – let's beat last year's record.'

You can show your support for Bingo For Breakthrough in 2005, simply log onto www.nationalbingo.co.uk or call 01582 860900 to find your nearest club.

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Note to editors:

Pictures are available of the following celebrities playing bingo: -

- Anthony Cotton
- Anthony (BB6)
- Craig (BB6)
- Carrie and David Grant
- Cilla Black
- Claire Sweeney
- Deborah Stephenson
- Paul Burrell
- Nick Knowles
- Phillip Schofield
- Shane Ritchie/Tracey Ann-Oberman
- Terri Dwyer
- Derek (BB6)
- Gillian Taylforth
- Louis Walsh
- Mylene Klass
- Patsy Kensit
- Michael Aspel
- June Brown
- Fran Cosgrove

Quotes are also available from the following celebrities: -

- Anna Ryder Richardson
- Alex Curran
- Gary Lineker
- Tamara Beckwith
- Diana Stewart

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Notes to editors:

- Breakthrough Breast Cancer is a charity committed to fighting breast cancer through research and awareness. In 1999, we established the UK's first dedicated breast cancer research centre, in partnership with the Institute of Cancer Research.
- Breakthrough Breast Cancer needs to raise at least £10 million every year to fund its programme of research.
- If you're a member of the media and you'd like to know more about Breakthrough's plans for Breast Cancer Awareness Month, please send us an email with your details to press@breakthrough.org.uk
- The Bingo Association is the trade body for the licensed bingo industry in Great Britain, representing the proprietors of bingo clubs licensed under the Gaming Act 1968. The purpose of The Bingo Association is to promote and develop the interests of the licensed bingo industry and to represent members' interests in contacts with third parties, in particular with various government departments, other trade associations and the media.
- There are 110 proprietors in membership and between them they operate 538 bingo clubs. Membership profile ranges from the very large operators with well over 100 clubs, to many single unit businesses.

- Over three million people play bingo regularly in the UK (at least twice a week).
- Eight per cent of the UK population play bingo - 10% of all women and 5% of all men.
- Most common reasons for playing bingo are because it's fun, inexpensive, it offers companionship and the chance to socialise.